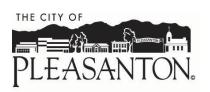
# 2013 Employee and Resident Transportation Survey

**Overall Report** 

Pleasanton, California

Prepared for:



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## City of Pleasanton 2013 Employee and Resident Transportation Survey

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#### <u>Introduction</u>

The City of Pleasanton regularly surveys residents and employees to determine their commute behavior and transportation needs. The purpose of the 2013 survey is to measure progress toward traffic reduction goals, to determine public awareness of the many commute programs and incentives available, and to learn which incentives would further encourage residents and employees to use commute alternatives.

#### Methodology

Using random digit dialing in the evenings and on weekends, Pleasanton residents were surveyed over the phone. A total of 351 residents completed a 10-minute survey. To participate in the survey, respondents had to work at least part-time outside the home.

The data from the phone portion of the research is considered statistically valid; due to the similarities in methodology, the data is comparable to data from the phone surveys conducted in 2006 and 2009. The sample is representative, meaning that we can extrapolate from these results to the working population of Pleasanton as a whole.

Employees at fourteen of the largest employers in Pleasanton participated in the survey. Employees had the option of taking the survey on paper or online; most took it online. Among the 1,816 who completed the survey, 1,608 took the online survey and 208 took the paper survey. The overall response rate is 25% among 7,374 employees, significantly higher than the 18% response rate from the last survey in 2009. To improve the response rate, employees who completed the survey could choose to be entered in a raffle for prizes such as transit tickets and gas cards. A list of participating employers is included in the Appendix.

The questionnaires for the two populations are slightly different. The telephone survey among residents was administered during July 2013 and the paper/online survey was administered during July and August 2013.

Thirty-eight percent of residents reported that they also worked in Pleasanton.

This is a notable increase from 2009, when only 29% also worked in the city.

Among the employee respondents, 22% also lived in Pleasanton, similar to 2009.

As more employees work locally, it affects transportation planning and allocation of resources.

Data in this report is presented in tables. Percentages may not total 100% due to rounding. "Residents" refers to those who completed telephone surveys. "Employees" refers to those who completed paper or online questionnaires. Both resident and employee questionnaires are included at the end of this report.

#### **Summary of Results**

- The drive-alone rate has been on a downward trend since 2006 and 2009 among both residents and employees. Among employees, the improvement is driven mostly by increased prevalence of telecommuting.
- The average commute among residents is 20 miles and takes 33 minutes.
   Employees travel an average of 21miles and their commutes take 36 minutes.
- Since 2009, employees and residents have shifted work schedules so that more people work full-time.
- As in past years, most employees and residents travel to and from work during a two-hour period in the morning and evening.
- Solo drivers are most likely to consider telecommuting and carpooling as commute alternatives.
- The most popular ridesharing incentives are financial incentives, transit routes and schedules that match those of commuters, improved biking and walking routes, and a guaranteed ride home.
- Awareness of Transportation Demand Management (TDM) programs varies; 511 is well-known but Pleasanton programs such as Guaranteed Ride Home are less well-known.

## **Employment**

#### **Employment Status**

Respondents had to be employed to qualify for the survey. Among residents, 78% work full-time, 3% work a compressed schedule, and 19% work part-time (*Table 1*). These results are similar to 2009.

Most employees (89%) work full-time, 3% work a compressed schedule, such as 4 10-hour days per week. Eight percent work part-time. Since 2009, the proportion of employees with full-time jobs has increased; fewer employees are working part-time.

**Table 1 - Employment Status** 

Employment Status	Residents	Employees
Employed full time	78%	89%
Employed part-time 20+hours	12%	7%
Employed part time, less than 20 hours	7%	1%
Compressed schedule	3%	3%
Total	100%	100%

#### **Commute Behavior**

#### **Commute Mode**

Most Pleasanton residents (80%) drive alone to work. (Note that drive alone includes motorcycles.) Ten percent take BART and 3% carpool or vanpool. Five percent of residents walk or bicycle to work (*Table 2*). Compared to 2006 and 2009, fewer residents are driving alone; the proportion dropped from 88% to 84% and now 80%. This coincides with more residents saying they work in Pleasanton, and the significant increase in walking and bicycling to work.

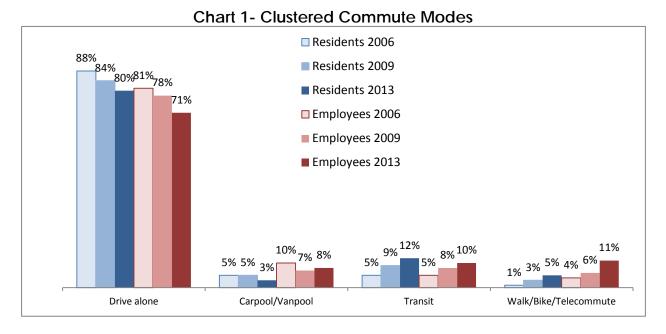
The incidence of solo driving among employees is 71% in 2013, a substantial decrease from 78% in 2009 and 84% in 2006. The change is almost entirely attributable to an increase in telecommuting. Compared to residents, employees are less likely to drive alone (71% vs. 79%). However, employees are much less likely to take BART.

Table 2 - Commute Modes

Mode	Residents	Employees
Drive alone	79%	71%
Telecommute	-	8%
Carpool/Vanpool	3%	8%
BART	10%	5%
WHEELS	1%	4%
Bicycle	2%	2%
ACE	1%	1%
Walk	3%	1%
Motorcycle	1%	1%
Day off/other	1%	-
Total	100%	100%

To participate in the survey, residents are screened to be sure that they work outside the home. This reduces the proportion of telecommuters, but allows us to maintain comparability with previous surveys. In addition, the city doesn't have much influence over telecommuting, except among its own employees. Results of this survey are used to develop and measure use of other commute alternatives.

The incidence of solo driving is dropping among both residents and employees. For both groups, transit use is at an all-time high, as is the use of "other" modes including walking, biking and, among employees, especially telecommuting. Use of carpools and vanpools varies. As more people live and work in Pleasanton, use of vanpools would naturally decline, as they typically make financial sense only at longer distances. (Chart 1)



Neither residents nor employees vary their commute modes much from day to day. Tables 3 and 4 show daily commute modes among residents and

employees.

<u>City of Pleasanton</u> 2013 EMPLOYEE AND RESIDENT TRANSPORTATION SURVEY

September 2013

**Table 3 - Daily Commute Modes among Residents** 

Mode	Average	Mon	Tues	Wed	Thurs	Fri
Drive alone	79%	79%	79%	80%	80%	80%
BART	10%	10%	10%	10%	9%	9%
Carpool/Vanpool	3%	3%	3%	3%	3%	3%
Walk	3%	3%	3%	3%	3%	3%
ACE	1%	1%	1%	1%	1%	1%
WHEELS	1%	1%	1%	1%	1%	1%
Bicycle	1%	1%	1%	1%	2%	1%
Motorcycle	1%	1%	1%	1%	1%	1%
Telecommute	-	-	-	-	-	-
Day off/other	1%	1%	1%	1%	1%	1%
Total	100%	100%	100%	100%	100%	100%

Table 4 - Daily Commute Modes among Employees

Mode	Average	Mon	Tues	Wed	Thurs	Fri
Drive alone	69%	69%	72%	71%	72%	60%
Telecommute	8%	9%	3%	5%	4%	21%
Carpool/Vanpool	7%	7%	8%	8%	8%	6%
BART	5%	5%	6%	5%	6%	3%
WHEELS	3%	3%	4%	3%	3%	2%
Bicycle	2%	1%	2%	2%	2%	1%
ACE	1%	1%	1%	1%	1%	1%
Walk	1%	1%	1%	1%	1%	1%
Motorcycle	1%	1%	1%	1%	1%	-
Day off/other	4%	4%	3%	3%	3%	5%
Total	100%	100%	100%	100%	100%	100%

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#### Transit/HOV Access Mode

Sixteen percent of residents use transit or carpool/vanpool to work. The most common mode way to get to the transit station or pick-up spot is to drive alone (88%), followed by walking or carpooling (5% each). The trip to a transit station or stop can be a significant source of emissions, so is important to factor into trip reduction calculations. Table 5 shows how people get to transit stops or carpool/vanpool pick-up points.

Among employees who carpool or use transit, the most common way to get to the transit stop or pick-up point is still driving alone (41%); the proportion didn't change from 2009. As in past years, residents are more likely to drive alone to the transit stop or pick-up point, while employees are more likely to walk or carpool.

Table 5 - Trip to Transit Stop or Carpool/Vanpool Pick-up Point

Mode	Residents	Employees
Drive alone	88%	41%
Walk	5%	22%
Carpool	5%	13%
Bike	2%	3%
Home/other	-	14%
Bus	-	6%
Total	100%	100%

#### Vehicles and Size of Carpool/Vanpool

Among all resident drivers, including those who are in carpools and vanpools, the most common vehicle type is a small to mid-sized car (55%). Table 6 shows the common types of vehicles. Employees are similar. Two-thirds drive small to mid-sized cars (65%).

Table 6 - Types of Vehicles

Mode	Residents	Employees
Small to mid-sized car (not hybrid)	55%	65%
Truck/SUV (not hybrid)	32%	26%
Hybrid (all models)	8%	8%
Electric (all models)	1%	3%
Other	4%	-
Total	100%	100%

Among residents who carpool, most are in 2-person carpools (62%). Fifteen percent are in 3-person carpools and 23% are in 4-person carpools. The average carpool size is 2.5 people.

The carpool/vanpool picture is similar for employees. Three-quarters are in 2-person carpools. Fourteen percent are in 3-person carpools, and 11% are in carpools or vanpools that have 4 or more people. The average carpool size is 2.4 people.

#### **Commute Patterns**

#### **Arrival and Departure Times**

As in past years, four out of five residents start work between 7 a.m. and 10 a.m., with the greatest proportion (38%) starting work between 8 a.m. and 9a.m. Two-thirds (67%) leave work between 4 p.m. and 7p.m.

Three-quarters of Pleasanton employees (72%) start work in the two-hour period between 7 a.m. and 9 a.m. Most (67%) leave work in the two hours from 4:00 p.m. to 6:00 p.m. Tables 7 and 8 show work arrival and departure times.

Table 7 - Work Arrival Times

Arrival Time	Residents	Employees
Before 6:00 a.m.	3%	3%
6:00 a.m. to 6:59 a.m.	7%	7%
7:00 a.m. to 7:59 a.m.	24%	27%
8:00 a.m. to 8:59 a.m.	38%	45%
9:00 a.m. to 10:00 a.m.	20%	14%
10:01 a.m. or later	8%	4%
Total	100%	100%

**Table 8 - Work Departure Times** 

Departure Time	Residents	Employees
Before 3:00 p.m.	11%	4%
3:00 p.m. to 3:59 p.m.	12%	9%
4:00 p.m. to 4:59 p.m.	18%	25%
5:00 p.m. to 5:59 p.m.	31%	44%
6:00 p.m. to 6:59 p.m.	19%	13%
7:00 p.m. or later	10%	6%
Total	100%	100%

#### **Work Location**

Among residents, the most common work location is Pleasanton, destination of 38% of respondents. As noted earlier, this is a significant increase from 29% in 2009. The next most common work locations among residents are San Francisco (10%), Livermore and San Jose (6% each). Top destinations, accounting for 86% of residents, are shown in Table 9.

Table 9 - Work Sites among Residents

Work Site	Residents
Pleasanton	38%
San Francisco	10%
Livermore	6%
San Jose	6%
Fremont	5%
Oakland	5%
San Ramon	5%
Santa Clara	4%
Sunnyvale	3%
Hayward	2%
Milpitas	2%

#### **Home Location**

Employees are most likely to live in Pleasanton (16%), Livermore (10%), San Ramon (6%) or Dublin (6%). Home locations are similar to previous years. Top home locations, representing 75% of the respondents, are shown in Table 10.

Table 10 - Home Locations among Employees

Home Location	Employees
Pleasanton	16%
Livermore	10%
San Ramon	6%
Dublin	6%
Walnut Creek	4%
Oakland	4%
Hayward	4%
Tracy	3%
Fremont	3%
San Francisco	3%
Concord	3%
Danville	3%
Castro Valley	3%
San Jose	2%
San Leandro	2%
Alameda	1%
Antioch	1%
Brentwood	1%

#### **Commute Distance**

Employed residents travel an average of 20 miles to their worksites, with 29% traveling 5 miles or less. This is the same average as in 2009. While more people

are working in Pleasanton and traveling less than 5 miles, a few people travel much farther than 40 miles.

People traveling to Pleasanton to work have an average commute distance of 21 miles, similar to past years. One-third of respondents travel less than 10 miles to work. Table 11 shows the commute distance among residents and employees.

Table 11 - Commute Distance

Commute Distance	Residents	Employees
0 - 5 miles	29%	19%
6 - 10 miles	11%	15%
11 -20 miles	15%	20%
21 - 40 miles	39%	34%
More than 40 miles	5%	11%
Total	100%	100%

#### **Commute Time**

Residents report that their 20 mile commutes take an average of 33 minutes. This is a decrease from 37 minutes in 2009, returning almost to the 2006 average of 32 minutes.

Employees, traveling an average of 21 miles, say their commutes take an average of 36 minutes, a six-minute increase over 2009. Table 12 shows the commute time among residents and employees.

Table 12 - Commute Time

Commute Time	Residents	Employees
0 - 15 minutes	34%	28%
16 - 30 minutes	21%	28%
31 - 45 minutes	20%	18%
46 - 60 minutes	17%	13%
More than 60 minutes	8%	13%
Total	100%	100%

#### Stops En Route To and From Work

In 2013, fewer residents stop on their way to and from work. Only 21% stop on their way to work, down from 29% in previous years. Thirty-eight percent stop on their way home, down from 42% in 2009. Fewer stops make carpooling and vanpooling easier.

The most common reason for stopping is to shop or run an errand, but a significant percentage drop off and pick up children. "Other" includes stopping for coffee or gas. Table 13 shows the reasons that people stop on the way to and from work.

Table 13 - Stops on Way To and From Work - Residents

Reason for Stop	To Work	From Work
Shopping/Errand	51%	80%
Drop off/Pick-up child	23%	12%
Other reason	26%	12%
Gym/workout	4%	8%
Drop off/Pick-up adult	1%	2%

Employees were much more likely than residents to make stops on their way to and from work (*Table 14.*) Over one-third (39%) make stops on their way to work, and 82% stop on their way home. Top reasons include shopping or errands and dropping off/picking up a child.

Table 14 – Stops on Way To and From Work - Employees

Reason for Stop	To Work	From Work
Shopping/Errand	33%	75%
Drop off/Pick-up child	55%	28%
Gym/workout	16%	22%
Second job	4%	3%
School	5%	3%
Drop off/Pick-up adult	6%	3%

## **Alternative Commute Modes**

#### **Use of Alternative Commute Modes**

Respondents who drive alone to work three or more days per week were asked which commute alternatives they'd consider using at least one day per week. Residents mentioned an average of 1.2 alternative modes. The most popular alternative was telecommuting, followed by carpooling.

The most popular commute alternative among people who work in Pleasanton is telecommuting (58%), followed by carpooling/vanpooling (44%), BART (26%) and bicycling (20%). Interest is much higher than it was in 2009. Respondents would consider an average of 1.8 alternatives. Table 15 on the following page shows the alternative commute modes that residents and employees would consider.

Table 15 - Alternative Commute Mode Considered

Potential Mode	Residents	Employees
Telecommute	34%	58%
Carpool/vanpool	28%	44%
BART	18%	26%
Bicycle	17%	20%
WHEELS/bus	8%	20%
Walk	8%	4%
ACE rail	5%	6%

#### **Encouraging Alternative Commute Modes**

Solo drivers were asked which programs and services would encourage them to use a variety of commute modes. Table 16 on the following page shows that people who said they might carpool or vanpool were most enthusiastic about help finding a partner (26%), followed by a Guaranteed Ride Home service (22%) and financial incentives (22%). One-quarter of residents who said they might carpool or vanpool (26%) said they weren't interested in doing it at this time.

Employees are most interested in financial incentives (32%), followed by a Guaranteed Ride Home service (30%) and help finding a partner (26%). Nearly half of employees who said they'd be interested in carpooling or vanpooling don't want to do it right now.

Table 16 - Incentives to Carpool/Vanpool

Incentive to Rideshare	Residents	Employees
Financial incentives	22%	32%
Guaranteed ride home in an emergency	22%	30%
Help finding partners to carpool or vanpool	26%	26%
Offer automotive care benefits to carpools and vanpools (car wash, oil change, etc.)	6%	16%
Use of a company car during work day	6%	14%
More information about carpooling and vanpooling	4%	10%
Special parking for carpools/vanpools	1%	7%
Services at work (like ATM, dry cleaning, convenience store)	-	7%

Among the residents who were willing to use transit, the best incentive would be service that matched their route and schedule (41%). Table 17on the following page shows that people were also enthusiastic about a Guaranteed Ride Home service (13%) and more reliable service (11%). As with carpooling and vanpooling, one-quarter of those who said they could use transit (24%) aren't ready now.

Employees are also most interested in transit service that matches their route and schedule (46%) followed by help paying for transit passes (27%). Guaranteed Ride Home service interests 23%. Thirty-six percent of those who said they'd use transit don't want to use it now.

Table 17 - Incentives to Use Public Transit

Incentive to Rideshare	Residents	Employees
Service that matched my route and schedule	41%	46%
Help paying for transit passes	7%	27%
Guaranteed ride home in an emergency	13%	23%
More reliable service	11%	20%
A special bus, shuttle, or van connecting the transit stop	7%	20%
Transit passes sold at work	1%	11%
Use of company car during work day	5%	9%
Feel more safe waiting for or riding transit	1%	7%
More information about schedules and routes	1%	6%
Prizes or contests	5%	5%

Among the residents who were willing to bike and walk to work, the most commonly cited incentive was better paths or routes for biking and walking (25%). Table 18 on the following page shows that people were also enthusiastic about a Guaranteed Ride Home service (8%). A large proportion said "other;" responses here included weather cooperating, and the need for a bike. Fourteen percent who could walk or bike to work aren't ready now.

Compared to residents, employees are slightly more interested in most incentives to walk or bike to work. The top incentive would be better paths or routes for biking or walking (24%). Sixty-two percent of those who could walk or bike to work don't want to start doing it now.

Table 18 - Incentives to Bike or Walk to Work

Incentive to Rideshare	Residents	Employees
Better paths or routes for walking and biking	25%	24%
Financial incentives for walking and biking	6%	13%
Shower/change rooms available at work place	6%	12%
Guaranteed ride home in an emergency	8%	12%
Secure and safe bike parking	5%	11%
Information on nearby bike and walking routes	5%	7%
Onsite bike tune ups	2%	6%
Financial assistance for buying a bike	2%	6%
Help finding partners for walking and biking	5%	5%
Prizes or contests	2%	4%
Services at work (like ATM, dry cleaning, convenience store)	2%	3%
More information about riding bikes safely with traffic	5%	3%

Residents were asked if there were anything else that would encourage them to rideshare. Many wished that transit served their commute, or they wanted door-to-door service. Several mentioned telecommuting. Complete responses are included in the Appendix.

#### **Awareness of TDM Programs**

The "511" commuter transportation phone number and website are relatively well known among residents, with 22% aware of the phone number, 41% aware of the website, and 17% aware of the 511 Ridematching services. Awareness of these 511 services spiked in 2009 and now has fallen back to 2006 levels. One-fifth of residents know about the Rides to School program. Only 11% are aware of the Guaranteed Ride Home program (Table 19).

Compared to residents, employees are much more aware of most TDM programs. Three-quarters know about 511. Relatively few employees know about the Pleasanton-specific programs like Rides to School and Commendable Commutes.

Table 19 - Awareness of TDM Programs

TDM Program	Residents	Employees
Commuter Website 'www.511.org'	41%	77%
Commuter telephone line '511'	22%	35%
Pleasanton's Rides to School Program	21%	9%
511 Ridematching services	17%	23%
Pleasanton Try Transit Program	14%	7%
Guaranteed Ride Home Program	11%	21%
Commuter Choice tax benefits	10%	12%
Pleasanton Commendable Commutes Program	5%	7%

#### **Factors in Use of Commute Alternatives**

Respondents were asked which factors might have caused them to use ridesharing alternatives or increase their use of ridesharing alternatives in the last year. Residents were most likely to mention the cost of solo driving (19%) and concern for the environment (18%).

Employees were much more likely to mention the cost of driving alone (65%), and cited all factors much more than did residents. Table 20 on the following page shows factors in use of commute alternatives.

Table 20 - Factors in Use of Commute Alternatives

Factor	Residents	Employees
Your cost of driving alone (gas, maintenance, insurance, etc.)	19%	65%
The economy	11%	39%
Concern over the environment	18%	34%
Change in employment	11%	17%
Increased awareness of available commute alternatives	10%	16%

#### **Costs of Commuting**

Residents and employees were asked how much they budget for their monthly commute. Table 21 shows that for residents, solo drivers spend more than carpoolers and vanpoolers. Often, carpoolers and vanpoolers are motivated to rideshare because they have longer than average commutes. This table also shows us that transit riders say they spend the most. However, this may just be because their costs are visible, in the form of a transit fare. Solo drivers may not have factored in the true costs of driving, including insurance, maintenance and repair.

Among employees, every mode has a similar cost except those who walk and bike to work. The money this group spends is probably for expenses on days when they can't bike or walk.

Table 21 - Average Monthly Costs of Commuting

Primary Commute Mode	Residents	Employees
Drive alone	\$170	\$180
Carpool/Vanpool	\$150	\$180
Transit	\$203	\$178
Walk/Bicycle/Telecommute	\$36	\$52

#### **Specific Congestion Areas**

Residents who work outside of Pleasanton, and employees who live outside Pleasanton were asked which streets they use to travel from Pleasanton. As in past years, Bernal Avenue is the most commonly used freeway entrance and exit. Table 22 shows the primary streets used to access the freeway.

Table 22 - Primary Street among Residents Who Work Elsewhere

Primary Street	To Work	Going Home
Bernal Avenue	28%	26%
Stoneridge Drive	18%	16%
Santa Rita Road	18%	17%
Hopyard Road	11%	13%
Foothill Road	9%	11%
Sunol Blvd	8%	9%
Stanley Boulevard	4%	4%
Hacienda Drive	3%	3%
Vineyard Avenue	2%	2%

As in past years, traffic patterns are much different for employees. Hacienda Drive and Hopyard Road are most commonly used, while Bernal is hardly used at all (*Table 23*).

Table 23 - Primary Street among Employees Who Live Elsewhere

Primary Street	To Work	Going Home
Hacienda Drive	35%	33%
Hopyard Road	28%	25%
Stoneridge Drive	17%	23%
Stanley Boulevard	7%	6%
Foothill Road	5%	4%
Santa Rita Road	4%	5%
Bernal Avenue	3%	3%
Vineyard Avenue	1%	0%
Sunol Boulevard	0%	0%

#### **Conclusions and Recommendations**

The drive-alone rate among residents and employees has dropped since the 2006 and 2009 surveys. Seventy-one percent of Pleasanton employees drive alone compared to 79% of employed residents.

Most of the change among employees is driven by an increase in telecommuting. Commute distance and time, on-site amenities, stops en route...all of these mean little if the employee is telecommuting. The City should continue to promote telecommuting.

This decrease in solo driving is important; communities rarely see significant changes in commute modes in a short period of time. While the drop among employees of large employers may be explained by variations in the group of employers who participate each year, the results among residents are comparable from survey to survey. In 2006, 88% of employed residents drove alone to work; now only 79% drive alone.

Since residents were selected to participate only if they had jobs outside the house, many potential telecommuters, or partial telecommuters may have kept themselves out of the study. The residential drive-alone rate may be even lower.

As in past years, the most appealing ridesharing alternatives are carpooling and telecommuting. Commuters are aware of 511 and its services, but don't seem to translate this awareness into action. In contrast, they seem relatively unaware of Pleasanton's TDM programs. Employees and residents say the Guaranteed Ride Home program would encourage them to rideshare, but they don't know the incentive exists. Publicizing this one program could have a significant impact on the drive-alone rate.

## Appendix Participating Employers

Company	Employees
1st United Services Credit Union	110
Alameda County Department of Child Support Services	210
City of Pleasanton	510
The Clorox Company	694
Cooper Bussman	33
Dahlin Group	101
Gap Inc.	200
Hilton Pleasanton at the Club	130
IntegenX Inc.	130
iTradeNetwork, Inc.	116
JC Penney	140
Kaiser Permanente Tech Campus	3,400
Kaiser Permanente	400
Workday	1,200
Total	7,374

#### **Roche Molecular Devices**

Roche Molecular Devices conducted an independent transportation survey just before the city's survey. Rather than re-survey their employees, they shared their results. Employees are comparable to other large employers, with a similar rate of solo driving. Telecommuting is an important part of the city's transportation solution, and Roche didn't include this option in their research.

Roche is actively trying to improve their employees' transportation options, and is a good partner with Hacienda and the City of Pleasanton.

## Sample Employer Paper Survey

	2013 EMPLOYEE COMMUTE SURVEY	
Ple	lease complete this survey and return it to your supervisor by Friday, August 9, 2013.	
1.	. What is your home ZIP code?	
2.	. What is the <u>one-way</u> distance from your home to the place you work?Miles	
3.	. How long does it take you to get to work on a typical day?Minutes	
4.	. What time do you usually start work?	
	□ Before 6:00 am □ 7:00-7:59 am □ 9:00-9:59 am □ 10:00 am or later	
5.	. What time do you usually leave work?	
	□ Before 3:00 pm □ 4:00-4:59 pm □ 6:00-6:59 pm □ 5:00-5:59 pm □ 7:00 pm or later	
6.	. What is your usual work schedule?	
	1 □ Full-Time: 40 or More Hours 2 □ Compressed Work Week (4/40, 9/80) 3 □ Part-Time: 20 or More Hours 4 □ Part-Time: Less Than 20 Hours	
	than one method of transportation, choose the one that accounts for the longest distance of your trip.  1. Drive alone 7. Other Bus 2. Carpool 8. Bicycle 3. Vanpool 9. Walk 4. BART 10. Motorcycle 5 WHEELS 11. Telecommute 6. ACE 12. Other	
	Monday Tuesday Wednesday Thursday Friday	
<u>If</u> Qu	On way TO work Drop off child Drop off adult Shop/errand Gym/workout School Second job Other  f you are in a Carpool, Vanpool or use Public Transit, continue to Question 12.  On way HOME Pick up child Pick up adult Shop/errand Gym/workout Gym/workout School School Other Other  f you are in a Carpool, Vanpool or use Public Transit, continue to Question 10. Otherwise, go to Question 12.	Page 1 EMPLOYER

THE CI	TY OF	
DI 4	EASAN	NOTI

	₹ 2	sit station or pick-up point?	
	Drive Alone Carpool (2-6 people)	₅⊡ Take a Shuttle ⋴⊡ Ride a Motorcycle	
	Vanpool (7-15 people)	₁□ Bike	
4□	Public Transit	8 <b>□ Walk</b>	
2. <u>If y</u>	ou currently drive to wor	<u>k</u> , what kind of vehicle do you drive?	
	Small to mid-sized car (no	ot hybrid)	
	Truck/SUV (not hybrid) Hybrid (all models)		
	Electric (all models)		
you c	urrently drive ALONE to	work, continue to Question 13. Otherwise, skip to Question 17.	
3. Whi	ch of the following trave	I modes would you be willing to try? Select up to 3.	
	Carpool	5□ ACE	
	Vanpool	6□ Bike	
	Bus BART	₁□ Walk ଃ□ Work at home for a regular work day	
1 Whi	ch of the following would	d encourage you to carpool or vanpool? Select up to 3.	
1 🗆	Help finding partners to d		
2	Guaranteed ride home in	an emergency	
3□	Use of a company car du		
4□ 5□	Services at work (like AT Financial incentives	M, dry cleaning, convenience store)	
5 <b>□</b>	Special parking for carpo	ools/vanpools	
7	More information about of	carpooling and vanpooling	
8□		nefits to carpools and vanpools (car wash, oil change, etc.)	
9 🗆		ooling or vanpooling at this time.	1
	Other (please specify:		_)
	ch of the following would More reliable service	d encourage you to use public transit? Select up to 3.	
1□ 2□	Service that matched my	route and schedule	
3	Help paying for transit pa		
4□	Feel more safe waiting for	or or riding transit	
5□		van connecting the transit stop with work	
6□ 7□	Guaranteed ride home in Use of company car during		
8	More information about s		
9□	Prizes or contests	onedates and routes	
	Transit passes sold at wo		ł
11	I'm not interested in using	g public transit at this time.	_)
	Other (please specify:		7

Better paths of Help finding part of Help finding p	owing would encourage your routes for walking and bike partners for walking and biking nearby bike and walking rune ups tion about riding bikes safeliafe bike parking ide home in an emergency ge rooms available at work (like ATM, dry cleaning, istance for buying a bike tests enough about biking or walkentives for walking and bikinsted in biking at this time.	ing ng outes y with traffic place convenience sto ing to work g	re)	)
2□ Pleasanton Tr	Rides to School Program	6□ Cor 7□ 511	aranteed Ride Home I nmuter Choice tax be Ridematching service	nefits es
4□ Commuter We  18. In the last year, ha  noted above? Ple	ebsite <u>www.511.org</u> ave any of the following ca ase check all that apply.		nmuter telephone line	
4☐ Commuter We  18. In the last year, he noted above? Ple  1☐ The economy 2☐ Your cost of di 3☐ Change in em 4☐ Concern over 5☐ Increased awa 6☐ Other	ave any of the following case check all that apply.  riving alone (gas, maintenar ployment the environment areness of available community.	aused you to inconce, et	crease your use of o	ne of the alternatives
4☐ Commuter We  18. In the last year, he noted above? Ple  1☐ The economy  2☐ Your cost of di  3☐ Change in em  4☐ Concem over  5☐ Increased awa  6☐ Other	ave any of the following case check all that apply.  riving alone (gas, maintenar ployment the environment areness of available commurative in Pleasanton, please	aused you to inconce, insurance, ef	crease your use of o	ne of the alternatives
4 ☐ Commuter We  8. In the last year, hanoted above? Ple  1 ☐ The economy 2 ☐ Your cost of di 3 ☐ Change in em 4 ☐ Concem over 5 ☐ Increased awa 6 ☐ Other ☐  9-20. If you do NOT	ave any of the following case check all that apply.  riving alone (gas, maintenar ployment the environment areness of available community.	aused you to inconce, insurance, ef	crease your use of o	ne of the alternatives
4 ☐ Commuter We  8. In the last year, hanoted above? Ple  1 ☐ The economy 2 ☐ Your cost of di 3 ☐ Change in em 4 ☐ Concern over 5 ☐ Increased awa 6 ☐ Other	ave any of the following case check all that apply.  riving alone (gas, maintenar ployment the environment areness of available commurative in Pleasanton, please	aused you to inconce, insurance, ef te alternatives tell us what stra work, and goin	crease your use of o	ne of the alternatives
4 ☐ Commuter We  8. In the last year, hanoted above? Ple  1 ☐ The economy 2 ☐ Your cost of di 3 ☐ Change in em 4 ☐ Concern over 5 ☐ Increased awa 6 ☐ Other	ave any of the following case check all that apply.  riving alone (gas, maintenar ployment the environment areness of available community in Pleasanton, please Pleasanton on your way to	aused you to inconce, insurance, ef te alternatives tell us what stra work, and goin	crease your use of o	ne of the alternatives
4 ☐ Commuter We  8. In the last year, hanoted above? Ple  1 ☐ The economy 2 ☐ Your cost of di 3 ☐ Change in em 4 ☐ Concern over 5 ☐ Increased awa 6 ☐ Other	ave any of the following case check all that apply.  riving alone (gas, maintenar ployment the environment areness of available community in Pleasanton, please Pleasanton on your way to 1.Bernal Avenue	aused you to inconce, insurance, ef te alternatives tell us what stra work, and goin	crease your use of o	ne of the alternatives
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4 ☐ Commuter We  8. In the last year, hanoted above? Ple  1 ☐ The economy 2 ☐ Your cost of di 3 ☐ Change in em 4 ☐ Concern over 5 ☐ Increased awa 6 ☐ Other	ave any of the following case check all that apply.  riving alone (gas, maintenar ployment the environment areness of available communities in Pleasanton, please Pleasanton on your way to 1.Bernal Avenue 2.Foothill Road 3.Hacienda Drive 4.Hopyard Road	aused you to inconce, insurance, ef te alternatives tell us what stra work, and goin	crease your use of o	ne of the alternatives
4 ☐ Commuter We  8. In the last year, hanoted above? Ple  1 ☐ The economy 2 ☐ Your cost of di 3 ☐ Change in em 4 ☐ Concern over 5 ☐ Increased awa 6 ☐ Other	ave any of the following case check all that apply.  riving alone (gas, maintenar ployment the environment areness of available communitareness of available comm	aused you to inconce, insurance, ef te alternatives tell us what stra work, and goin	crease your use of o	ne of the alternatives
4 ☐ Commuter We  8. In the last year, hanoted above? Ple  1 ☐ The economy 2 ☐ Your cost of di 3 ☐ Change in em 4 ☐ Concern over 5 ☐ Increased awa 6 ☐ Other	ave any of the following case check all that apply.  riving alone (gas, maintenar ployment the environment areness of available communitareness of available comm	aused you to inconce, insurance, ef te alternatives tell us what stra work, and goin	crease your use of o	ne of the alternatives
4 ☐ Commuter We  8. In the last year, hanoted above? Ple  1 ☐ The economy 2 ☐ Your cost of di 3 ☐ Change in em 4 ☐ Concern over 5 ☐ Increased awa 6 ☐ Other	ave any of the following case check all that apply.  riving alone (gas, maintenar ployment the environment areness of available communitareness of available comm	aused you to inconce, insurance, ef te alternatives tell us what stra work, and goin	crease your use of o	ne of the alternatives
4 ☐ Commuter We  8. In the last year, hanoted above? Ple  1 ☐ The economy 2 ☐ Your cost of di 3 ☐ Change in em 4 ☐ Concern over 5 ☐ Increased awa 6 ☐ Other  9-20. If you do NOT box, to enter F	ave any of the following case check all that apply.  riving alone (gas, maintenar ployment the environment areness of available communitareness of available comm	te alternatives  tell us what strrwork, and going To Work  commute? \$	eet you use, by place home from work. Going Home	ne of the alternatives

## **Residential Phone Survey Questions**

				201	3 Pleasanton Resid	ential	Survey Questions	
Sci	reen	ing						
A.	Firs	t, is this household YES	d in the city o	f Ple	easanton?			
		NO						
В. І	ls th	ere anyone in the I YES	nousehold wi	no w	orks outside the hor	ne, ei	her full or part-time?	
C. /	And	NO how many people	there work fu	ıll or	part-time?			
		ONE More than one						
D. I	l wo		v the employ	ed be	erson in vour house	hold v	vith the most recent birthday.	
				р			······································	
	rvey	at is your work zip	code?					
			_		r hama ta wark?		Miles	
2.					r home to work?			
3.					rk on a typical day?		winutes	
4.		at time do you usu						
		Before 6:00 am 6:00-6:59 am			7:59 am 8:59 am		9:00-9:59 am 10:00 am or later	
5.	Wh	at time do you usu	ially leave wo	ork?				
		Before 3:00 pm		4:00-	4:59 pm		6:00-6:59 pm	
		Before 3:00 pm 3:00-3:59 pm		5:00-	5:59 pm		7:00 pm or later	
6.	1.F 2.C 3.P	at is your usual wo ull-Time: 40 or More compressed Work W lart-Time: 20 or Mor lart-Time: Less Thai	e Hours /eek (4/40, 9/8 e Hours					
So	you	<response> to wo</response>	rk Monday th	roug		nod th	at accounts for the longest distance of your trip	,>
		Drive alone			Other Bus			
		Carpool Vanpool			Bicycle Walk			
		BART WHEELS			Motorcycle Telecommute			
		ACE			Other			
Мо	nda	/Tuesday	Wednesd	lay _	Thursday	_Frida	у	
8.		ou stop for other p	ourposes on	the v	vay to work?			
		_ Yes _ No						
	lf y	es, why do you sto	p?					
_		Drop-off Child						
_		Drop-off Adult Shop/Errand						
=		Gym/workout Other						
_								

## Residential Phone Survey Questions (cont'd)

	Yes No	
If yes	s, why do you stop?	
	ck-up Child	
	ck-up Adult nop/Errand	
	ym/workout	
	her	
10. If you	commute to work in a carpool or vanpool, how many	people are in the vehicle (including yourself)?
11. How	do you get to the transit station or pick-up point?	
	Drive Alone	5□ Take a Shuttle
	Carpool (2-6 people)	6□ Ride a Motorcycle
	Vanpool (7-15 people) Public Transit	7□ Bike 8□ Walk
12. If you	currently drive to work, what kind of vehicle do you	drive?
	Small to mid-sized car (not hybrid)	
	Truck/SUV (not hybrid) Hybrid (all models)	
	Electric (all models)	
	h of the following commute alternatives would you co	onsider using at least one day per week?
13. Whic		
Ca	arpool anpool	
Ca Va Te	arpool anpool elecommute	
Ca Va Te Bu	arpool anpool elecommute us	
Ca Va Te Bu B	arpool anpool elecommute us ART	
Ca Va Te Bu B/	arpool anpool elecommute us	
Ca Va Te Bu BA W	arpool anpool elecommute is ART CE	
Ca Va Va Bi	arpool anpool elecommute us ART CE alk	
Ca Va Va Va Bu Bu A0 W Bi 14. Which	arpool anpool elecommute us ART CE alk ke th of the following would encourage you to carpool of	
Ca Va Va Te Bu Bi AC W Bi	arpool anpool elecommute as ART CE alk ke ch of the following would encourage you to carpool of Help finding partners to carpool or vanpool Guaranteed ride home in an emergency	
Ca Va	arpool anpool elecommute us ART CE alk ke th of the following would encourage you to carpool or Help finding partners to carpool or vanpool Guaranteed ride home in an emergency Use of a company car during work day	r vanpool? Select up to 3.
Ca C	arpool anpool elecommute as ART CE alk ke th of the following would encourage you to carpool of Help finding partners to carpool or vanpool Guaranteed ride home in an emergency Use of a company car during work day Services at work (like ATM, dry cleaning, convenience services)	r vanpool? Select up to 3.
Ca Va	arpool anpool elecommute us ART CE alk ke th of the following would encourage you to carpool or Help finding partners to carpool or vanpool Guaranteed ride home in an emergency Use of a company car during work day	r vanpool? Select up to 3.
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Ca	arpool anpool elecommute as ART CE alk ke  The of the following would encourage you to carpool or CE alk ke  The of the following would encourage you to carpool or CE alk ke  The of the following would encourage you to carpool or CE alk ke  The of a company car during work day CE alk you can to company car during work day CE alk you can to convenience of Financial incentives  Special parking for carpools/vanpools More information about carpooling and vanpooling Offer automotive care benefits to carpools and vanpools I'm not interested in carpooling or vanpooling at this tim Other (please specify:  In drive alone to work, what would encourage you to use More reliable service	r vanpool? Select up to 3. store) s (car wash, oil change, etc.) e.
Ca Va Va Va Va Para Va	arpool anpool aleccommute as ART CE alk ke who of the following would encourage you to carpool of the following would encourage you to carpool of the following partners to carpool or vanpool Guaranteed ride home in an emergency Use of a company car during work day Services at work (like ATM, dry cleaning, convenience of Financial incentives Special parking for carpools/vanpools More information about carpooling and vanpooling Offer automotive care benefits to carpools and vanpools I'm not interested in carpooling or vanpooling at this tim Other (please specify:  u drive alone to work, what would encourage you to use More reliable service Service that matched my route and schedule	r vanpool? Select up to 3. store) s (car wash, oil change, etc.) e.
Ca Va	arpool anpool elecommute as ART CE alk ke with of the following would encourage you to carpool of the following would encourage you to carpool of the following partners to carpool or vanpool Guaranteed ride home in an emergency Use of a company car during work day Services at work (like ATM, dry cleaning, convenience of Financial incentives Special parking for carpools/vanpools More information about carpooling and vanpooling Offer automotive care benefits to carpools and vanpools I'm not interested in carpooling or vanpooling at this time Other (please specify:  u drive alone to work, what would encourage you to use More reliable service Service that matched my route and schedule Help paying for transit passes	r vanpool? Select up to 3. store) s (car wash, oil change, etc.) e.
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Ca Va	arpool anpool elecommute as ART CE alk ke  The of the following would encourage you to carpool of the following would encourage you to carpool of the following would encourage you to carpool of Guaranteed ride home in an emergency Use of a company car during work day Services at work (like ATM, dry cleaning, convenience of Financial incentives Special parking for carpools/vanpools More information about carpooling and vanpooling Offer automotive care benefits to carpools and vanpool I'm not interested in carpooling or vanpooling at this time Other (please specify:  In drive alone to work, what would encourage you to use of the paying for transit passes and schedule Help paying for transit passes. Feel more safe waiting for or riding transit A special bus, shuttle, or van connecting the transit stor Guaranteed ride home in an emergency Use of company car during work day More information about schedules and routes	r vanpool? Select up to 3.  store) s (car wash, oil change, etc.) e. use public transit? Select up to 3.
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C: C	arpool anpool elecommute as ART CE alk ke  The of the following would encourage you to carpool of the following would encourage you to carpool of the following would encourage you to carpool of Guaranteed ride home in an emergency Use of a company car during work day Services at work (like ATM, dry cleaning, convenience of Financial incentives Special parking for carpools/vanpools More information about carpooling and vanpooling Offer automotive care benefits to carpools and vanpool I'm not interested in carpooling or vanpooling at this time Other (please specify:  In drive alone to work, what would encourage you to use of the paying for transit passes and schedule Help paying for transit passes. Feel more safe waiting for or riding transit A special bus, shuttle, or van connecting the transit stor Guaranteed ride home in an emergency Use of company car during work day More information about schedules and routes	r vanpool? Select up to 3.  store) s (car wash, oil change, etc.) e. use public transit? Select up to 3.

## Residential Phone Survey Questions (cont'd)

	if you	drive alone to work, wh	nat would encourage yo	ou to bike or walk?	Select up to 3.		
	10	Better paths or routes fo					
		Help finding partners for Information on nearby bi					
	4D 5D	Onsite bike tune ups More information about i	riding hikes safely with tr	affic			
	6□	Secure and safe bike pa	rking	ame			
	7□ 8□	Guaranteed ride home in Shower/change rooms a	n an emergency available at work place				
	90	Services at work (like A7	「M, dry cleaning, conven	ience store)			
		Financial assistance for Prizes or contests	buying a bike				
		I don't know enough abor		ork			
	140	I'm not interested in bikir	ng at this time.				
	15□	Other (please specify:				)	
17.		there anything else tha	at would encourage you	to use a commute	alternative at least	one day per	
wee	k?		<u>-</u>				
18.	W	hich of the following pr	rograms are you aware	of?	and Dida Hama Dean		
20	Pleasa	anton Commendable Cor anton Try Transit Prograr	nmutes Program n	6□ Commu	eed Ride Home Prog ter Choice tax benefit		
		anton's Rides to School F nuter Website www.511.0			ematching services ter telephone line "51"	<b>1</b> "	
40	COITIII	luter Website www.511.0	19	OLI COMINIC	ter telepriorie line 31		
19.		last year, have any of t all that apply.	he following caused yo	u to increase your	use of one of the alt	ernatives noted above?	Please
	Oncon	an anac appry.					
		The economy					
	20 )		/acc maintanance incl	ranco eta)			
		Your cost of driving alone Change in employment	(gas, maintenance, insu	rance, etc.)			
	3	Your cost of driving alone Change in employment Concern over the environ	ment				
	3	Your cost of driving alone Change in employment Concern over the environ ncreased awareness of a	ment				
20.	3	Your cost of driving alone Change in employment Concern over the environ ncreased awareness of a ther	ment available commute altern	atives			
20.	3□ (3 4□ (4 5□ 1 6□ 0	Your cost of driving alone Change in employment Concern over the environ ncreased awareness of a ther  /hat street do you use to	ment available commute altern o leave Pleasanton on	atives			
20. 21.	3□ (3 4□ (4 5□ 1 6□ 0	Your cost of driving alone Change in employment Concern over the environ ncreased awareness of a ther	ment available commute altern o leave Pleasanton on to return to Pleasanton	atives your way to work? on your home from	ı work?		
	3	Your cost of driving alone Change in employment Concern over the environ ncreased awareness of a ther  That street do you use to What street do you use to the street do you use the street do you	ment available commute altern o leave Pleasanton on	atives	n work?		
	3	Your cost of driving alone Change in employment Concern over the environ ncreased awareness of a ther  //hat street do you use to the concern over the concern over the environ ncreased awareness of a ther  //hat street do you use to the concern over the concern	ment available commute altern o leave Pleasanton on to return to Pleasanton	atives your way to work? on your home from	n work?		
	3	Your cost of driving alone Change in employment Concern over the environ ncreased awareness of a ther  //hat street do you use to What street do you use to Bernal Avenue Foothill Road	ment available commute altern o leave Pleasanton on to return to Pleasanton	atives your way to work? on your home from	n work?		
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	3	Your cost of driving alone Change in employment Concern over the environ ncreased awareness of a ther  /hat street do you use to What street do you use to Bernal Avenue Foothill Road Hacienda Drive Hopyard Road	ment available commute altern o leave Pleasanton on to return to Pleasanton	atives your way to work? on your home from	n work?		
	3	Your cost of driving alone Change in employment Concern over the environ ncreased awareness of a ther  /hat street do you use to What street do you use to Bernal Avenue Foothill Road Hacienda Drive Hopyard Road Santa Rita Road	ment available commute altern o leave Pleasanton on to return to Pleasanton	atives your way to work? on your home from	n work?		
	3	Your cost of driving alone Change in employment Concern over the environ ncreased awareness of a ther  /hat street do you use to What street do you use to Bernal Avenue Foothill Road Hacienda Drive Hopyard Road	ment available commute altern o leave Pleasanton on to return to Pleasanton	atives your way to work? on your home from	n work?		
	3	Your cost of driving alone Change in employment Concern over the environ ncreased awareness of a ther  /hat street do you use to What street do you use to Bernal Avenue Foothill Road Hacienda Drive Hopyard Road Santa Rita Road	ment available commute altern o leave Pleasanton on to return to Pleasanton	atives your way to work? on your home from	n work?		
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#### Residents' Other Ridesharing Incentives

- ACE
- AN ACE DROPS ME RIGHT INFRONT OF MY JOB.
- ANYTHING THATS CHEAPER
- BEFORE I HAD CHILDREN I JUST TO TAKE THE BUS FIVE DAYS A WEEK
- BETTER WEATHER THAN I WILL BIKE MORE OFTEN.
- RHS
- CAN NOT THINK OF ANYTHING
- CARPOOL
- CARPOOL OTHER PEOPLE ON THE SAME SCHEDULE.
- CHFAP
- CHEAPER I GUESS AND MORE EFFICIENT.
- CLEANER FOR THE ENVIRONMENT.
- CLOSER JOB
- CONVENIENCE THAT ABOUT IT.
- EASY TRANSPORTATION SERVICE FROM THE PLACE OF PICK UP AND DROP OFF
- EFFICIENT, CLEAN
- FINANCIAL INCENTIVE
- GOOD WEATHER
- I AM ALREADY USING IT
- I AM USING
- I CAN NOT I TAKE PEOPLE
- I CANNOT THINK OF ANYTHING
- I CANT ALWAYS DO THAT
- I CARPOOL WITH MY OWN HUSBAND WE DRIVE ONE CAR WE TRY TO BE ON TOP OF IT FOR TWO
  REASONS TIME SAVING AND THE ENVIRONMENT.
- I DO COMMUTE I USE BART
- I DO SOMETIMES CARPOOL
- I DO TELECOMMUTE ONE DAY A WEEK
- I DONT KNOW TLECOMMUTING DEPENDS ON YOUR JOB.
- I DONT THINK SO BECAUSE I DONT JUST WORK FULL TIME BUT I WORK PART TIME AT OTHER THINGS TOO I REALLY NEED MY VEHICLE
- I GUEES BASED ON CONVENIENCE
- I GUESS COWORKER CARPOOL
- I GUESS I WOULD DEPEND ON WHAT COMMUTE.
- I THINK BART
- I TRY TO USE IT BUT ITS TIME CONSUMING, AND WALKING DOESNT WORK
- I WALK SO I DONT USE A COMMUTE ALTERNATIVE
- I WIIL ANY OF THEM IF I COULD GET THERE IN A HOUR
- I WOULD LOVE TO RIDE ON ONE OF THE GOOGLE BUSES THAT DROP ME OFF FIFTY YARDS AWAY
   FROM MY OFFICE
- I WOULD USE PUBLIC TRANPORTATION IF IT WAS EASIER AND CONVENIENT
- IF BART RAN TO SAN JOSE I WOULD USE IT.
- IF BART WENT TO BENCIA

- IF EVERYTHING WAS ON TIME. THE BART IS EXPENSIVE SOMEONE HAS TO PICK ME UP SOMEONE HAS TO BRING ME BACK
- IF I HAD MORE TIME IN MY DAY
- IF IT RAINS I TOOK A CAR
- IF IT WAS A LITTLE MORE CONVENIENT
- IF IT WAS CHEAPER I MEAN I DO WISH THAT THERE WAS A BART TRAIN THAT I COULD USE BECAUSE I DO USE A LOT OF GAS AND IT IS DEFINITELY HUGE THAT IS PROBABLY WHAT I WOULD CHANGE.
- IF IT WAS IN-EXPENSIVE
- IF IT WERE MORE CONVENIENT. I WORK IN A RESIDENTIAL AREA AND THERE IS NOT ANY BUS SERVICES.
- IF THE BUS CAME BY MY HOUSE
- IF THE BUSES TO THE TRAIN STATION RUN MORE OFTEN.
- IF THERE SOMETHING AVAILABLE THAT TIME IN THE MORNING
- IF THERE WAS A FUCTIONAL BUS SYSTEM
- IF THERE WAS SOMETHING THAT WOULD TAKE ME TO WHERE I WORK FROM WHERE I LIVE THEN I WOULD TAKE THE BART
- IF WE HAD EUROPEN STYLE SCHEDULE
- INCENTIVES
- IT WOULD HAVE TO BE A DIRECT SHOT TO THE OFFICE
- ITS SO CLOSE
- JUST THE COMPANY BUS, IT HAS WIFI, CONVENIENCE MORE THAN ANYTHING
- JUST THE CONVENIENCE AND SCHEDULE WHEN I AM WORKING IT TAKES A LOT TIME TP GET TO THE TRAIN STATION. PROBABLY THE MAIN THING I WOULD TAKE PUBLIC TRANSIT STATION IF THAT WHERE THE CASE
- JUST TO SAVE GAS.
- MAYBE BIKING
- MAYBE KNOWING BUS ROUTES BUS SCHEDULES IT WOULD IF THEY PUBLISH THEM IN THE NEWSPAPER
  OR IN THE PLEASANTON WEEKLY
- MONEY
- MONITORING
- MORE CONVENIENT WORKING HOURS
- MORE PARKING AT THE CAR PARK
- MORE RELIABLE SERVICE AND FEELING SAFE. HELP TO PAY THE TRANSPORTATION FROM WORK FROM MY EMPLOYER
- MORE TRAIN THAT RUN MORE OFTEN
- NO CONVENIENCE TOO. BETTER SCHEDULES CARPOOLING DOES NOT SEEM TO WORK SAFETY IS AN ISSUE AND THEN YOU KNOW THE COST
- NO I MEAN I WOULD IF NOT LIVE SO CLOSE.
- NO I THINK I DO A GOOD JOB ALREADY
- NO IT IS PRETTY DIFFICULT FOR ME TO DO THAT.
- NO IT IS REALLY HARD TO GET TO BART STATION
- NO IT WOULD HAVE TO BE SUPER CONVINIENT
- NO NOT REALLY BECAUSE THERE ARE KIDS INVOLVED.
- NO ONLY IF I HAD A JOB WAY ACROSS TOWN
- NO SCHEDULE IS NOT APPLICABLE. THAT DOOR TO DOOR IS TOO MUCH DRAMA.
- NO THE MOTORCYCLE IS THE COMMUTE ALTERNATIVE
- NO WALKING IS THE MOST EFFICIENT THING
- NO. PERSONAL FITNESS I MIGHT TAKE A BIKE. FOR HEATH REASONS
- NOT REALLY BECAUSE I HAVE TO STOP AND DROP MY KIDS TO WORK A THE TELECOMMUNTE DOES NOT PASS THERE.
- NOT REALLY I MEAN LIVE CONSIDERED BIKING ITS A SHORT RIDE

- NOT REALLY POSSIBLE WITH MY LINE OF WORK
- NOT REALLY. IF THERE WERE A BUS STOP NEAR MY HOUSE AND A GOOD BUS SCHEDULE.
- NOT REALY BART IS A GOOD DEAL FOR ME
- ONE OF THE THINGS THAT MAKE ME TAKE THE DECISION IS THAT IS HARD TO FIND PARKING
- ONLY IF BART WERE SAFER AND CLEANER. I CONSIDER BART TO DIRTY AND BEING A SINGLE WOMAN SOMETIMES I DON'T FEEL SAFE ON BART.
- PRICE
- PROBABLY NOT
- RAIN
- REALLY NOT WHERE I WORK CAN NOT GET TO IT BY BART.
- REDUCE TRANSIT RATES
- RIGHT NOW MY WORK IS NOT ON A TIPICAL TRANSPORTATION
- ROUTE THAT WOULD GO TOWARDS MY WORK. IF I CAN GET BART TO MY WORK MORE RELIABLY, I
  WILL DEFINITELY TAKE IT.
- SOME TYPE OF SERVICE THAT WOULD TRANSIT FROM PLEASANTON TO CUPERTINO
- SURE MAYBE INCENTIVES TO USE PUBLIC TRANSITS A BETTER PRICE.
- THE FRONT DOOR PICK UP
- THE TRAIN DOES NOT GO TO WHERE I WORK
- THERE IS NO OTHER WAY THAT WOULD BE REASONABLE
- THERE IS NO PUBLIC TRANSPORTATION THE WAY I GO TO WORK
- THERE IS NO WAY TO COMMUTE THERE
- TO AVOID TRAFFIC
- TRANSIT
- WALK
- WEATHER NOT BEING SO HOT
- WELL I USE THE BART. I USE IT EVERYDAY.
- WELL I WALK WHEN I CAN AND I WALK MY SON TO SCHOOL. IF A HAVE ENOUGH TIME I WOULD.
- WELL IF THE BART DOES NOT RUN I HAVE TO DRIVE
- WELL SHORTER COMMUTE TIME
- WHAT I WOULD NEED IS A MORE RELIABLE SCHEDHULE ON MY WORK
- YES CHANGIN JOBS SO THAT I AM I CLOSER TO WORK.
- YES IT WOULD. A REGULAR WORK SCHEDULE.
- YES MORE PARKING AT BART. THAT IS REALLY IT THERE IS NO ENOUGH PARKING AT BART
- YES SOMEBODY PICK ME OUT AT MY HOME DOOR AND TAKE ME TO WORK